

# ABSTRACT OF THE DISCLOSURE

A virtual personalized animated product selection and customer information gathering method and system includes providing a product presentation to a user by retrieving personalization data for the user from a database, assembling display data that is configured to render a three-dimensional display area on a video display with the display area including images of one or more products that are selected based on the personalization data, sending the display data through a computer network for display on a client computer video display, receiving a communication from the client computer through the computer network with the communication resulting from interactions with the display area, and updating the personalization data for the particular user in the database based on the communication.